The One Hundred and Sixth Annual Report

OF THE

TRUSTEES

OF THE

FREE PUBLIC LIBRARY

CITY OF NEW BEDFORD

MASSACHUSETTS

For the Year 1958

BRADBURY-WARING, INC.
New Bedford, Mass.

Officers and Staff of the Free Public Library

Trustees

HON. FRANCIS J. LAWLER	Mayor of the City

Elected by the City Council

JAMES M. QUINN	Term expires April 1959
ROBERTA S. BARNET	Term expires April 1959
CAROLYN B. MANNING	Term expires April 1960
RICHARD F. BAILEY	Term expires April 1960
H. ERNEST DIONNE	Term expires April 1961
MAURICE F. DOWNEY	Term expires April 1961

STAFF

Librarian

LAURENCE G. HILL

Administrative Aide

EVALINA CONSTANTINE

Heads of Departments

MARION H. BONNER	Reference Librarian
YVETTE BOISCLAIR	Art Librarian
CHARLOTTE S. NYE	Supervisor of Children, Schools and Young People
CELESTINE M. POWERS	Supervisor of Technical Processes and Head Cataloger

Assistants

MARIAN CALLANAN
SHIRLEY COHEN
JANICE DAVIDIAN
MARGARET FANNING
GERTRUDE GOLDSTEIN
NATALIE GOODWIN
LIDA HASKINS
*ANNE HOOD
*CHARLOTTE McCOY
ALICE MAHONEY
**ALICE B. NOEL
THELMA PAINE
LORETTA PHANEUF
*DAWN RIDLEY
FRANCES SANDERSON
ESTHER TABER
DEOLINDA TAVARES
SALLY VICTORIA
JOHANNA WALSH
CECELIA WEAVER

*MARGUERITE ZIELINSKI

Branches

South Branch	CEZALTINA MENDOZA
	MARY PHANEUF
West Branch	LUCY ANN SHERMAN
	IRENE WILES
Wilks Branch	JEANIE D. SHIELDS
	GERTRUDE LAPOINTE
	MARY LYNCH
Bookmobile	CATHERINE BELL
	IRENE BANCROFT
	REGINALD HEGARTY

Building Maintenance Staff

ROSE ALVES
ADRIEN LANDRY
ALICE MARSH
WILLIAM MARSH
HILDA MONIZ
GARRISON OLIVER
LEONARD ROSE
GABRIEL SOUZA

ALFRED TAVARES

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* Resigned
** Deceased

Trustees' Report

To the Honorable, the City Council of the City of New Bedford, Mass.

The Trustees present their One Hundred and Sixth Annual Report to the City Council in the report of the Librarian.

BOARD OF TRUSTEES,

LAURENCE G. HILL,

Clerk of the Board

Annual Report of the Librarian 1958

Since a ten year period is traditional for making comparisons and this year is my tenth as Librarian, it seems fitting to look back to 1948 and note the changes that have occurred. The following statistical table has some points of interest.

	1948	1958
New Bedford population	109,189 (1950)	105,529 (1955)
Book Circulation		
Adult Non-fiction	44,866	88,570
Adult Fiction	136,061	133,986
Children's Books	184,343	314,983
Total Circulation	365,270	537,539
Reference Questions	7,000	13,200
Registered Card holders	16,309	25,634
Total number of employees includes part-time and janitorial	58	53
Paid for salaries and wages	$ 84,538.56	$129,235.29
Books & Periodicals	$ 13,882.12	$ 29,551.44
Other operating expenses	$ 10,368.73	$ 21,030.17
Total	$108,789.41	$179,816.90

In looking at the figures on circulation and use, three things stand out; the increased circulation of adult non-fiction books and children's books, the near doubling of reference questions and the 9,325 increase in registered borrowers. All of these reflect increased use of the Library as an educational institution and information center, rather than a source of recreational reading. Television has satisfied the demand for entertainment to a considerable extent although mysteries, westerns and light romance still appeal in print as well as live or filmed on TV.

Increased circulation of children's books is, of course, at least partially a result of increased school enrollment but also reflects effective cooperation between the schools and the Library.

For the past ten years, we have used the same system of recording reference questions so there is no question of a difference in method of counting. I feel that we can all take satisfaction in realizing that the Library is being called upon more and more to satisfy the informational needs of the community. Many of the people who use the reference service never borrow a book or, for that matter, even come to the Library but it is the first place they think of to call when they need quick and accurate information.

The rise in the number of registered borrowers is very encouraging and is a direct result of carrying the Library to the people in the Bookmobile and the expansion of the branch libraries. Although a quarter of the city's population holds Library cards, by National standards the figure should be nearer to one third for a city of this size. There is ample room for improvement.

The cost of library service has risen as has everything else but it is interesting to note that there were five fewer employees in 1958 than in 1948. We now spend over twice as much for books as in 1948, thanks to the Wilks Fund. In spite of increases in salaries and wages received during the past ten years, we are still unable to attract any library school graduates at all and only an occasional applicant has a college background.

Quantitatively, the Library has an excellent record of improvement. More people are borrowing more books. More people are depending on the Library for needed information more often. This much is evident from the statistical record. Qualitatively, it is more difficult to measure improvement. Quality in library service depends chiefly on two factors; provision of the correct library materials and a capable staff willing to make the necessary connection between the material and its potential user.

For the past five or more years, we have had the opportunity, through our trust fund income and the cooperation of the city administration, to expand the Library by providing more books and better physical facilities for using them. The time has come to shift the emphasis from quantitative expansion to qualitative improvement.

Specifically, this means the continued training and education of all members of the Library staff and the active promotion of the materials and services we have to offer to those people who can and should use them. With the continuing support and assistance of the Trustees, I am sure that steady improvement of the quality of library service can be assured.

Returning to the events and accomplishments of 1958, the opening of the Wilks Branch Library on March 17th was a spectacular success. Book circulation from March 17 to the end of the year was 75,933 and over 800 new borrowers were registered. Nearly all the Library staff members worked in the new branch at one time or another the first few weeks to take care of the rush.

The open house held on Sunday, March 15th attracted over 500 visitors. Since then, many librarians and others have made special trips to see the building. The building was officially dedicated March 17th with a brief and simple ceremony with Mayor Lawler officiating in the presence of the Trustees and other city officials.

Preliminary planning for a new branch in the west end of the city was begun immediately and a plot of land 225 feet square in Buttonwood Park on the corner of Lake Street and Rockdale Avenue was transferred to the Trustees by act of the General Court. The new branch has been officially designated as the Francis J. Lawler Branch.

The Cataloging and Technical Processes Department experienced their busiest year. In addition to handling all the normal books and materials, some 5,000 new and 3,000 other

books had to be processed for the Wilks Branch. Although a start was made on this additional labor in late 1957, the bulk of this work was done in the first three months of 1958. It was a truly remarkable accomplishment.

The work of the Reference Department has been mentioned earlier in this report. It is worth noting that changes in school curriculum are reflected immediately in the work of the Reference Department. More homework, special assignments for gifted students and emphasis on supplementary source materials place a definite demand on the resources of the Library and the ingenuity of the staff in helping students.

Activities in the Children's Room continued with ten classes visiting the Library for instruction and a tour of the building, merit badges for Girl Scouts in reading and library work and visits by the Children's Supervisor to school classrooms and other interested groups. The whole Children's Department staff were of great assistance in preparing the juvenile collection for the Wilks Branch.

South Branch showed an increase of 5,483 bringing the total circulation to 59,740 for 1958. The branch needs new flooring and furniture as well as other renovation. West Branch noted a small decrease in circulation, the first since it was opened at its present address. Both branches have experienced an increased demand for reference material from seventh and eighth grade students.

The Bookmobile revised its schedule with the opening of the Wilks Branch and is now providing service to some areas previously without library service of any kind.

Personnel changes have been numerous during the year which necessitated increased on the job training. An orientation course in general library work consisting of lectures on standards of library service and a survey of libraries of all kinds was given in the latter part of the year. Films on library matters were shown and a representative of the Massachusetts Division of Library Extension spoke to the staff on the work of the Division.

Except for the publicity attendant on opening the Wilks Branch, the general public relations program of the Library has not been as active as it should be. Attractive displays of books have been made in connection with various holidays and other occasions. An exhibit of excellent cut glass was well received. If the position of Assistant Librarian, vacant for two years, could be suitably filled, I feel that more planning and continuous effort on a public relations program would be possible. In any case, our efforts will be directed toward an expansion of special library activities and promotion of library services during 1959.

I wish to express my appreciation to all Library employees for their cooperation and particularly to those who when called upon gave of their time and energy "above and beyond the call of duty". I also thank the Trustees for their thoughtful interest in promoting the welfare of the Library.

LAURENCE G. HILL,

Librarian.

STATISTICS IN FORM RECOMMENDED BY THE AMERICAN LIBRARY ASSOCIATION

Name of Library—New Bedford Free Public Library
City—New Bedford State—Massachusetts
Name of Librarian—Laurence G. Hill
Date of Founding—1852
Population Served—109,189 (U.S. Census 1950)
Government unit served—City of New Bedford
Terms of use—Free lending. Free reference.
Total number of agencies—272
Central Library, 3 Branches, Bookmobile, 267 School Classroom Libraries.

Number of days open during year	309
Hours open each week for reading and lending	69
Hours of service per week required of staff	35

Library Hours—Main Library

Monday - Friday	9:00 A.M. — 9:00 P.M.
Saturday	9:00 A.M. — 6:00 P.M.

Closed Sundays and Holidays

BOOK STOCK

Number of volumes at beginning of year	278,425
Added by purchase and gift	14,504
Number of volumes withdrawn	3,938
Number of volumes at end of year	288,991
Number of periodicals received	296
Number of newspapers received	32
Number of recordings added	52
Total number of records	997

CIRCULATION AND USE

Number of volumes of adult non-fiction lent for home use	88,570
Number of volumes of adult fiction lent for home use	133,986

Number of books for children lent for home use	314,983
Total number of books lent for home use	537,539
Number of mounted pictures loaned	33,703
Number of records loaned	4,667

REGISTRATION

Total number of registered card holders	25,634
Length of registration period is 3 years	

OPERATING EXPENDITURES 1958

	City Appropriation	Wilks Fund	Other Funds	Total
Salaries and Wages	$128,235.29	$ 1,000.00	00.00	$129,235.29
Books and Periodicals		17,208.91	12,342.53	29,551.44
Insurance	406.15	450.79		856.94
Janitors Supplies	1,447.79			1,447.79
Binding		906.46	919.90	1,826.36
Microfilm			374.64	374.64
Printing	92.12			92.12
Express	463.96			463.96
Telephone	1,734.10			1,734.10
Light	4,027.30	244.15		4,271.45
Heat	1,300.99			1,300.99
Stationery and Supplies	2,382.97		31.08	2,414.05
Travel and Transportation	248.28			248.28
Rent	1,680.00			1,680.00
P. O. Box Rent	45.00			45.00
Safe Deposit Box Rent		50.00	20.50	70.50
Machine Maintenance	139.38			139.38
Building Maintenance	281.99			281.99
Postage	62.00			62.00
Medical Expenses	93.49			93.49
Elevator Repair	143.18	576.77		719.95
New Equipment	44.25	1,245.45		1,289.70
All Other		118.47		118.47
Bid Advertising		27.30	7.35	34.65
Wilks Branch		9,106.35		9,106.35
Bookmobile Maintenance		926.94		926.94
Interior Painting		1,711.55		1,711.55
Display Materials		75.09		75.09
Bond Interest Prepaid		590.28		590.28
Bank Commissions			35.34	35.34
	$142,828.24	$34,238.51	$13,731.34	$190,798.09

Out-of-State Travel $ 650.00

TRUST FUND INCOME 1958

FUND	Balance 1957	Income 1958	Expended 1958	Balance 1958
J. B. Congdon	$ 102.63	$ 15.00	00.00	$ 117.63
G. O. Crocker	182.50	291.70	31.59	442.61
Oliver Crocker	128.47	30.00	00.00	158.47
G. Howland, Jr.	208.93	48.00	89.50	167.43
C. W. Morgan	142.11	30.00	00.00	172.11
C. L. Wood	60.55	60.00	00.00	120.55
S. A. Howland	1,468.73	1,887.54	2,719.38	636.89
Kempton	621.23	12,011.91	10,021.91	2,611.23
E. B. Mackie	62.12	30.00	00.00	92.12
P. Wilcox	551.57	150.00	00.00	701.57
F. S. Allen	119.92	30.00	10.00	139.92
F. L. Waite	550.20	1,116.49	374.64	1,292.05
Clara Tripp	236.65	707.07	484.32	459.40
S. A. H. G. Wilks	5,055.40	35,438.76	34,238.51	6,255.65
	$9,491.01	$51,846.47	$47,969.85	$13,367.63

WILKS FUND INCOME ACCOUNT 1958

Balance, December 31, 1957		$ 5,055.40
Income Received	$35,438.76	
Expended		
Books and Periodicals	$17,208.91	
Wilks Branch	9,106.35	
Bookmobile Maintenance	926.94	
New Equipment	1,245.45	
Interior Painting	1,711.55	
Elevator Repairs	576.77	
Light	244.15	
Display Materials	75.09	
Treasurer's Salary	1,000.00	
Bid Advertising	27.30	
Insurance	450.79	
Binding	906.46	
Safe Deposit Box	50.00	
All Other	115.16	
Bond Interest Prepaid	590.28	
Bank charges	3.31	
	$34,238.51	
Balance, December 31, 1958		$ 6,255.65

WILKS FUND PRINCIPAL ACCOUNT 1958

Balance, December 31, 1957		$ 3,726.15
Securities sold and redeemed		
400 shares National Shawmut Bank of Boston @ 46¾	$18,700.00	
Savings Bank Accounts withdrawn	77,500.00	
Bell Telephone of Penn. 5's 1960 called 4/1/58	50,000.00	
Springfield Fire & Marine Insurance Co. Fractional stock sold	13.81	
	$146,213.81	

Securities Purchased		
Deposited New Bedford Five Cents Savings Bank	18,527.36	
Consumers Power Co. 4¾ 1987 25M @ 104	26,125.00	
Standard Oil Co. of California 4⅜ 1983 25M @ 103⅞	25,968.75	
	$ 70,621.11	
Expenditures		
Brokers' Fees	297.64	
Wilks Branch	78,784.42	
	$79,082.06	
Balance, December 31, 1958		$ 236.79

WILKS FUND ASSETS DECEMBER 31, 1958

SAVINGS BANKS	
Beverly Savings	$ 7,500.00
Boston Five Cents Savings	20,000.00
Cape Cod Five Cents Savings	25,000.00
Home Savings	50,000.00
Lynn Institution for Savings	15,000.00
New Bedford Five Cents Savings	68,871.13
New Bedford Institution for Savings	50,000.00
Warren Five Cents Savings	7,500.00
	$243,871.13
CO-OPERATIVE BANKS (Paid-up Shares)	
Acushnet Co-operative Bank	$ 8,000.00
New Bedford Co-operative Bank	8,000.00
Quincy Co-operative Bank	8,000.00
	$ 24,000.00

BONDS		Book Value	Market Value
25	Alabama Power Co. 3½ 1972	$26,141.85	$22,562.50
25	Allied Chemical & Dye Corp. 3½ 1978	26,474.69	23,437.50
25	Aluminum Co. of America 3¼ 1964	25,625.00	24,500.00
50	American Telephone & Telegraph Co. 2¾ 1971	49,257.85	43,687.50
50	American Tobacco Co. 3 1962	50,875.00	46,625.00
25	Central Maine Power Co. 3½ 1970	24,312.50	23,750.00
25	Consolidated Edison Co. of N. Y. 3⅜ 1986	24,756.25	22,750.00
25	Consumers Power Co. 4¾ 1987	26,187.50	26,218.75

25	Delaware & Hudson Co. 4 1963	25,750.00	24,250.00
25	General Electric Co. 3½ 1976	25,562.50	23,687.50
50	General Motors Corp. 3¼ 1979	51,967.95	45,700.00
25	Houston Lighting & Power Co. 3¼ 1986	24,506.75	20,250.00
10	Lake Superior District Power Co. 2¾ 1980	9,326.85	7,900.00
25	Missouri Pacific Railroad 3⅝ 1970	25,000.00	23,125.00
25	Mountain States Tel. & Tel. Co. 3½ 1990	23,750.00	22,625.00
50	N. E. Telephone & Telegraph Co. 4½ 1961	53,075.00	50,625.00
25	New Orleans Public Service, Inc. 3⅛ 1974	24,810.00	21,000.00
25	Niagara Mohawk Power Corp. 3⅜ 1986	24,413.00	23,000.00
25	Northern Pacific Railway Co. 4 1997	27,750.00	22,625.00
25	Public Service Co. of Indiana 3⅛ 1975	25,375.00	21,250.00
25	Southern California Edison Co. 3⅜ 1978	25,942.35	22,687.50
10	Southern Pacific Co. 4¼ 1970	9,901.63	10,000.00
25	Standard Oil Co. of California 4⅜ 1983	26,030.25	25,531.25
25	Texas Corporation 3 1965	25,585.25	23,725.00
25	Western Maryland Railway 3½ 1979	24,875.00	22,750.00
		$704,252.17	$644,262.50

BANK and INSURANCE STOCKS	Book Value	Market Value
First Penn. Banking & Trust Co. 400 shares	$ 20,210.04	$19,600.00
Phoenix Insurance Co. 200 shares	18,651.08	15,800.00
Springfield Fire & Marine Ins. Co. 40 preferred shares		4,440.00
571 common shares	23,238.39	19,842.25
	$ 62,099.51	$59,682.25

	Book Value	Market Value
Savings Banks	$243,871.13	$243,871.13
Co-operative Banks	24,000.00	24,000.00
Bonds	704,252.17	644,262.50
Bank and Insurance Stocks	62,099.51	59,682.25
	$1,034,222.81	$971,815.88

ANNUAL REPORT

Free Public Library, for the year 1958

IN CITY COUNCIL,

April 9, 1959

Received, placed on file and ordered printed in the City Documents.

CHARLES W. DEASY,
City Clerk

Attest: CHARLES W. DEASY,
City Clerk